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September 13, 1994

DOCKET FILE COPY ORIGINAL

William F. Caton
Secretary
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

SEP 14 1994

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Re: Notification of Permitted Written Ex Parte
Presentation in MM Docket No. 92-266


Dear Mr. Caton:

Lifetime Television Network ("Lifetime"), by its attorneys and pursuant to Section 1.1206(a)(1)-(a)(2) of the Commission's rules, hereby submits an original and two copies of this memorandum regarding a permitted ex parte presentation to Commission officials regarding MM Docket No. 92-266.

Today at 2:30 p.m., Lifetime's Nancy Alpert, Vice President for Business and Legal Affairs, and Bill Padalino, Senior Vice President for Affiliate Relations, along with the undersigned, met with Mary McManus of Commissioner Susan Ness's office. The discussion related to Lifetime's filings in the above-referenced proceeding regarding FCC cable rate regulations, as well as the written material attached hereto.

Kindly direct any questions regarding this matter to the undersigned.

Respectfully submitted,



Peter D. Ross

PDR/lar
Attachment
cc: Mary McManus, Esq.

No. of Copies rec'd 2
List ABCDE

Reaching The Critical Customer

Women

Lifetime
Television for Women

RECEIVED

SEP 14 1991

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

The Connection With Women Has Clearly Been Made

Lifetime
Television for Women

1984 - 1994

**Lifetime Television Has Been Successfully
Established as**

**The Network for Women
&**

**A premiere marketing and advertising
vehicle for reaching women**

Lifetime
Television for Women

Understanding Our Customers

Lifetime viewers ascribe important attributes to Lifetime Television

Out of total Lifetime viewers:

- **84%** perceive Lifetime as different from Broadcast
- **75%** perceive Lifetime as having programming you can't find anywhere else
- **86%** perceive Lifetime as being for the family
- **90%** perceive Lifetime as having quality programming

Source: Kelleman Associates, July '93

Lifetime
Television for Women

Understanding Our Customers

Yankelovich segments have clear ideas on what they want from the media and television:

Contemporaries:

- Looks to media for humor, escape, information, adventure
- More likely to watch shows that feature women
- Watch newsmagazine programs

Companions:

- Looks to media for updates on family issues
- More likely to watch daytime talk shows
- More likely to watch game shows
- Enjoy shows that feature women

Source: Yankelovich Recontact Study, August 1993

Lifetime
Television for Women

Women as Cable Subscribers

Women are Key Decision-Makers in Cable Households

Women report:

- 83% have decisive input into the cable renewal decision
- 64% are home to meet the cable company for service
- 58% pay the cable bill

Source: Bruskin Ommitel, Nov. 1993
Sample: Female Head in Household

Lifetime
Television for Women

Programming

Lifetime
Television for Women

Programming Mission 1994 and Beyond

**Provide women with distinctive
and relevant entertainment and information
programming throughout the day**

Lifetime
Television for Women

Programming

**Original programming is at the core of
Lifetime's 1994
programming and branding strategy**

Lifetime
Television for Women

Daytime

New in 1994

- Our Home
- The Marriage Counselor
- Queens
- Mom and Me: Old McDonald's Farm

Lifetime
Television for Women

Prime Time 1994

**An aggressive prime time line-up
packed with all new Lifetime originals**

Monday - Friday

- Designing Women
- Prime Time Movie
- Weekly Barbara Walters: The Classics

Saturday

- Girls Night Out Comedy Series
- In The Name Of Love
- Ooh, La, La!

Sunday

- Clapprood
- Event Movies and Special Presentations

Lifetime
Television for Women

Prime Time

1994 World Premiere Movies & Specials

World Premiere Movies

- And Then There Was One
- Guinevere
- Untamed Love
- Spencer: A Savage Place
- Against Her Will: The Carrie Buck Story

Mini-Series

- Lie Down with Lions

Specials

- Growing Up Funny
- Picture What Women Do
- Anne Rice: Birth Of A Vampire
- Intimate Portraits
- Domestic Violence
- Breast Cancer

Lifetime
Television for Women

Lifetime Television's Intimate Portrait Series is Off to a Very Strong Start

SUBJECT	HH RATING *	W18-49 VPVH
Jackie Onassis	1.8	46
Princess Di	2.0	52

Martina Navratilova

Debuts on Sunday, August 28th at 10PM E.S.T.

* Ratings and VPVHs are for Premiere Airings

Lifetime
Television for Women

Performance

Lifetime
Television for Women

Lifetime is Performing Strongly in Prime Time for 3rd Qtr 1994*

Mon-Sun 8P-11P

Network	HH Rating
USA	2.3
Nickelodeon/Nick-at-Nite	1.6
LIFETIME	1.4
CNN	1.4
TNT	1.3
A&E	1.1
Discovery	0.9
Family	0.8

* Qtr-to Date:7/4/94 - 8/7/94

Source: A. C. Nielsen, via Startrak Reporting Systems

Lifetime
Television for Women

Lifetime Television Ranks at the Top

For W18-49 Mon-Sun 10A-1A May 1994

Network	W18-49 VPVH
CMT	47
E!	46
SCI-FI	46
LIFETIME	43
UH-1	41
BET	38
Comedy	36
USA	35
TWC	29
Discovery	28
Family	28
TLC	28
MTV	27
Nickelodeon/Nick-at-Nite	24
NTN	24
TNT	24
A&E	23
Court TV	21
TNN	21
HLN	20
Cartoon	19
ESPN	18
FVC	16
CNN	14
CNBC	8

Source:

A. C. Nielsen, Personal NAD Facility, May 1994

Lifetime
Television for Women

Lifetime Television Ranks at the Top

For W25-54 Mon-Sun 10A-1A May 1994

Network	W18-49 VPVH
CMT	43
LIFETIME	41
E!	41
SCI-FI	41
USA	31
TWC	30
VH-1	30
Comedy	29
Discovery	29
Family	29
TLC	29
A&E	24
BET	24
FVC	23
TNN	23
TNT	23
Court TV	22
Nickelodeon/Nick-at-Nite	22
HLN	21
CNBC	19
ESPN	17
MTV	17
NTN	17
CNN	16
Cartoon	16

Source:

A. C. Nielsen, Personal NAD Facility, May 1994

Lifetime
Television for Women

Lifetime Television Ranks at the Top

For Working Women Mon-Sun 8P-11P May 1994

Network	WW VPVH
CMT	39
LIFETIME	34
FVC	32
Court TV	29
E!	27
Nickelodeon/Nick-at-Nite	27
TWC	27
Comedy	26
USA	26
NTN	25
A&E	24
SCI-FI	24
TLC	24
BET	23
TNN	23
VH-1	22
Family	21
HLN	20
Discovery	19
CNN	18
TNT	18
CNBC	17
MTV	15
Cartoon	14
ESPN	14

Source:

A. C. Nielsen, Personal NAD Facility, May 1994

Lifetime
Television for Women

Sunday's Total Day Offers Strong Ratings and High Concentration of Women and Adults July 1994

DAYPART	HH AA%	W18-49 VPVH	A18-49 VPVH
Sunday Total Day*	1.4	47	68
Mon-Sat Total Day*	0.6	42	61

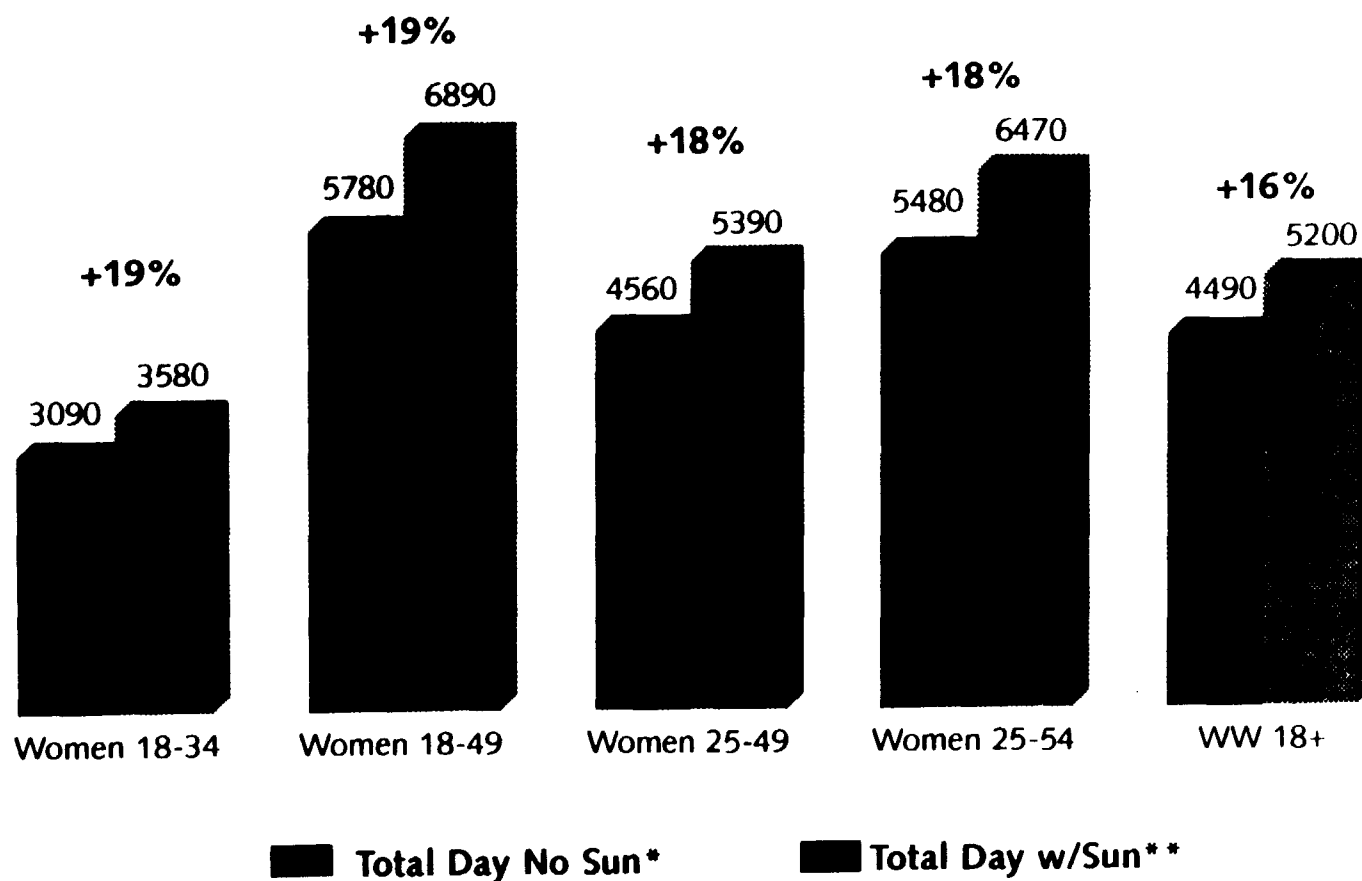
* Total Day = Sun 11A-11P; Mon-Fri 7:30A-1:30A + Sat 10A-1A

Source: A.C. Nielsen via Startrak Reporting Systems, July 1994

Lifetime
Television for Women

Lifetime's New Sunday Line-Up Increases Total Day Reach in Key Women Demographics

AA(000)



Source: NTI Cume Facility, 10/25-31/93

*M-F 7:30A-1:30A/Sat 10A-1A

**M-F 7:30A-1:30A/Sat & Sun 10A-1A

Lifetime
Television for Women

Network Packaging

**On and off the air Lifetime strives to create
an environment that makes a strong
connection with the female audience**

Lifetime
Television for Women

Packaging Lifetime

Advertising and Promotion

Creative

- Speaks to Women, not exclusionary to men, utilizes emotion and humor to create a personal relationship

Media Vehicles

- TV Guide/TV Week
- Newspaper & Sunday Supplement
- Radio
- Outdoor
- Cross-Channel
- Nustar

Lifetime
Television for Women

Promotions/Stunts

- America³
- Designing Women
- Our Home
- Cable for a Lifetime

Lifetime
Television for Women

Packaging Lifetime

Public Service

Picture What Women Do

This national effort, led by Lifetime Television and its affiliates, in partnership with women's and community organizations, is created to acknowledge women's everyday responsibilities and encourage support for more effective systems of care and community.

Lifetime
Television for Women